

**Before the Federal Communications Commission
Washington DC 20554**

In the Matter of

)	
RFD Communications, Inc.)	
DBS Set-Aside Qualifications)	MB Docket No. 06-92
)	

To: Office of the Secretary
Attn: The Commission

OPPOSITION:

Turner Media Group Inc., DBA The Media Group (TMG) opposes the Petition for Reconsideration ("Petition") filed by RFD communications, Inc. (RFD) on January 3, 2007 of the Commission's Order and Declaratory Ruling in this proceeding.

In the order, the commission properly and unanimously concluded that RFD's RFD-TV programming service is not eligible for carriage on DBS systems' channel capacity service for non-commercial educational programming suppliers.

Live Cattle auctions provided by Superior Livestock Auctions, Inc. and Superior Productions ("Superior"), Western Video Marketing, Inc. (WVM), and Northern Video Livestock Auctions, Inc. (NLVA) are an efficient commercial method for companies and individuals involved in the beef industry to buy and sell cattle. TMG works closely and provides live television broadcast services for WVM and NLVA. Since the Commission's ruling, TMG has carried several live cattle auctions for Superior. These auctions have provided the proper commercial function required by Superior and the clients of Superior that buy and sell cattle in the "live bidding" system. All of the individuals involved in live cattle actions are simply conducting the selling and purchasing element of their cattle production operations in an efficient and cost effective manner. These auctions have no educational or public interest value. It is clear that live cattle auctions are commercial programming. TMG has several commercial advertising sponsors interested in advertising on or during live cattle auctions because they wish to reach the viewers of this commercial programming which are businessmen and women in the cattle industry. The viewers of live cattle auctions are simply carrying out a function of their commercial enterprise.

TMG accordingly urges the Commission to deny the Petition submitted by RFD Communications Inc.

Douglas E. McGary
President, Turner Media Group
4100 E. Mississippi Ave. Suite 1700
Glendale, CO 80246
303-839-5303